



### A PROGRAM OF BUILDING FOR ALBUQUERQUE IN 1922



As a community we have the power to do what we determine in development and to achieve whatever measure of progress we set for ourselves in 1922. This has been said in many ways by many people recently. We should continue saying it over and over to ourselves and to each other. Presently all of us will believe it. Then we will prove it in material, substantial growth.

The membership of the Chamber of Commerce, through the referendum, chose ten projects to be the major program of work for that organization in 1922. The projects selected by majority vote comprise the things we need most to do to insure prompt development and growth, the obvious things that nearly all of us agree must be done before we are prepared to progress in the solid way that means permanency.

Each one of us, probably, has some project that is not included in the major program which we would like to see brought forward and carried out during the year we are beginning today. We need not give up hope of accomplishing these pet projects. By carrying out the program upon which the overwhelming majority have agreed we will vastly increase our chances of doing other things. When once this city has resumed the habit of accomplishment of its projects we will be surprised and benefitted by the ease with which things can be done.

The major program of the Chamber of Commerce for the new year is as follows:

- Drain the valley
- Pave the streets
- Advertise Albuquerque
- Build the Hotel
- Extend the city limits
- Bring the Santa Fe & Northwestern terminals here
- Adequate school buildings
- More parks
- Revive the state fair
- More water extensions and lower rates

The matters of paving, water extension, sewers, parks, school buildings, city limit extension, street lighting, etc., all group themselves naturally under the heading of a general city plan. That is the intelligent way to undertake them and the surest way to insure their accomplishment. Like drainage, these things are basic. They must be done before we can achieve permanent growth. Like drainage they cannot be accomplished by popular subscription, but they can and will be accomplished by popular support. In securing the drainage of the central valley we must understand and the land owners must be convinced beyond the shadow of doubt, that drainage will so increase the value of the lands as to pay many times over for the obligation placed on the lands by construction costs. In the same way we must grasp the fact that the surest way

to reduce present tax burdens here is to distribute them among a greater number of taxpayers—by growth and development; and that these can be most speedily assured by furnishing the foundations for city building, which are adequate schools, adequate sewers, water mains and supply, lighting, paving, parks, within a corporate area large enough to permit growth.

Advertising Albuquerque is a proposition we have tried and proved. We know what proper advertising will produce in new business and new population. We have not been prepared to take care of the large volume of new business an adequate advertising campaign would produce. We will be prepared when the results of a 1922 campaign begin to come in. Within reasonable limits we can measure the production we want in new population by the volume and character of the advertising we do.

We may take the building of the new hotel as an accomplished fact and an accomplishment of which this city may very well be proud.

The matter of bringing the Santa Fe and Northwestern terminal to this city is no more than plain business judgment. The new road now projected to connect with the Santa Fe system at Bernillo will open up the Jemez mountain region, meaning development of coal, timber, copper, sulphur, farming areas, mountain scenery and health and pleasure resorts. To fail to secure the closest and most direct contact possible with such development would be foolish.

Reviving the state fair is a project on which there is much difference of opinion. Many business men of excellent judgment seem to feel that the effort so expended can be employed in other ways to better advantage; that we have outgrown the state fair. The Herald does not agree with this view. The state fair not only brings the people of many sections together here, but also encourages state development from which Albuquerque is a certain beneficiary, and it stimulates this city to an unusual kind of activity which is decidedly healthy. We do not favor revival of the state fair as a state supported project, or an effort to secure a state appropriation for it. We do favor it as an Albuquerque enterprise.

The main point, however, is that having adopted the program outlined above we should make as our first and foremost and most resolute New Year resolution, the determination to carry it out in its entirety. The program, as a matter of course, involves a building program that cannot be completed in a year. But it can be so firmly initiated in a year as to guarantee its uninterrupted progress and speedy completion. In doing that we will insure for this city not one but several years of uninterrupted growth and prosperity.

We have our individual work, profession, business, which demands our attention. But let this fact be kept before us. There is not one of us whose position is so firmly established, whose business is so large or whose interest is so small as to justify lack of active interest and energetic participation in carrying out this community program.

### A CITY OF CHURCHES

We take great pride in one feature page in today's New Year edition of The Sunday Herald. It is the page of pictures of Albuquerque churches, published with the cooperation of the pastors of the various congregations and parishes. Here is a group of buildings of which any city might be justly proud. They were built by the people as material evidence of their faith in the Christian religion. They stand as the bulwark of our moral welfare. They are evidence of an enlightened, sincere spirit of service at work in this community.

When we remember that each one of these church buildings is the place of worship of scores and in some instances of hundreds of people, it is possible to more clearly understand their power for good and their incalculable value to Albuquerque.

There is no other influence that so guarantees the security, the sound government, the progress and welfare of our city as the great influence represented by this group of church buildings, an influence upon which we can count not only in 1922 but in all the years to come.

### COOPERATION

EMPLOYEES of the United States Steel corporation now own \$118,000,000 worth of stock in the business that employs them. They are increasing their holdings about 200,000 shares a year.

In proportion the stock holdings of employees of the Pennsylvania railroad are said to be about the same.

Does not this steady growth in employee ownership of industrial enterprises give a prophetic glimpse into the future?

In time thrift will develop to the point where employees will, by buying stock, become controlling owners of the great corporations. It has been figured out, frequently in recent years, how quickly their employees could become owners of all the railroads of the United States by a not impossible plan of systematic saving and investment.

This ownership of industrial enterprise may come sooner than many of us expect. Employees are beginning to realize that a man does his best work when he is a part owner of the institution that employs him. Employees are beginning to realize that to demand maximum wages without willingness to help shoulder responsibilities of ownership and possible losses, is not fair play and that in the long run fair play is the only kind of play that has a chance to win.

Cooperation is a more intelligent system than coercion. This is true, whether applied to an industrial corporation or a labor union.

### OUTDOOR EXERCISE, BUT—

DAN BEARD, a pioneer trail-maker of frontier days has said that "outdoor men are the ones that have built our country and have run it since it started."

Something of this kind has been in the minds of many writers and readers and we are frequently reminded that Washington, Lincoln, Jefferson, Roosevelt and some others were products of the great outdoors.

Taking this advice in large doses we have veered from a nation

of sedentary men and women to a nation that is on the verge of mania in the pursuit of outdoor exercise. It is true that the earlier leaders were products of the great outdoors. But they didn't give outdoor exercise their entire attention during business hours. Roosevelt was a product of the outdoor life and pursued it diligently, but he kept his business and official appointments.

On the other hand America has produced some very great men who could never ride a horse with comfort and today has some leaders of ability who cannot hit a golf ball and are not distressed thereat.

We were once a nation of men who bolted our food, devoting ten minutes to eating lunch. We were told it was unhealthy and it was. We have now come to the stage where luncheon, especially in the cities, is a solemn rite, requiring from one to two hours in the middle of the business day.

Outdoor exercise is wonderful. A healthy body is essential to greatest efficiency. Let us exercise, by all means. But let us remind the advocates of the outdoor life that when any large percentage of us go on the four hour business day schedule, health may benefit but something else suffers.

### SID SAYS:

If You Expect any Miracles in 1922 You Have Got to Perform Them

By John M. Siddall, Editor of The American Magazine.

"The New Year is at hand. But January 1 and the days to follow will be no different from December 31 and the days behind, unless you make them different."

One of the wisest of human decisions is the idea that time will bring everything out all right. Haven't you heard people get that off—and then proceed to do nothing whatever with time?

The most pitiable business failure I know of was due to a self-deluded individual in the concern who did nothing but counted the great things that time was going to do for the business.

"Just wait," was his advice. "What we need is time. Leave it to time." So they did. And in time the business decayed.

Polish people leave all sorts of things to time. Others leave the question of all health to time. Others leave the question of all wealth to time. Only today I heard of a twenty-five-thousand-dollar-a-year man, right here in New York, who at 50 is spending every nickel

he makes—doing nothing. I suppose he thinks that God cares for the ravens, and that God will take care of him. God will no doubt care for him—just as He cares for the ravens. But ravens don't live until they lose their value because of old age. Neither do they require steam heated apartments, underclothes, and hair mottos to sleep on.

Left to their time is nothing but a grand little matter. Look how it passes in the desert and in the Arctic circle. Plenty of time—but no potatoes.

Don't leave anything to Father Time. He won't do anything for you. He can't. All he does is to provide you room in which to perform. If you sit in the corner and wait for him to do your job, you'll be disappointed.

Father Time is only a sort of janitor in the employ of the Almighty. He sees the tenants come and go. But he has nothing to do with any of them, cares nothing about them. When you enter the arena he may bow and say, "Good Morning." When you check out 20 to 30 years later he may say, "Good night." That, however, will be the extent of his interest in you, or knowledge of you. He sees billions use it and out the gate—dunces, impostors and bright boys like Caesar and Willie Shakespeare. But they all look alike to him.

### Let's Hope This One Reaches the Goal



#### JANUARY.

Congress convenes on third; 195,000,000 resolutions against swearing break on fourth. Thirteenth falls on Friday; had luck to lose a dollar on this day. Lloyd-George says he is coming to America.

#### FEBRUARY.

Harding in office almost a year. Three pictures ahead of Ford in being photographed outside. Days longer, but only 28 this month, an no time gained. Washington's birthday on 22nd as usual. Valentines arrive on the 14th, 15th and 16th. Lloyd-George coming over next month.

#### MARCH.

Month of study. Biggest winds predicted but summer. Others prepare advance criticism of bathing suits. St. Patrick's day on 17th as usual. About 147,454,321 kisses hang on wires. Lloyd-George coming to U. S.

#### APRIL.

First month in 1922 having five paydays. "April Fool" comes on first payday. Easter as usual; our prices raised according to delightful old custom. April showers work on May flowers. First spring poet shot and exhibited around town. Lloyd-George coming over next month.

#### MAY.

May has the flowers, but Henry brought them. Admiral Sims celebrates anniversary of being misquoted. Questions of changing underwear settled. June brides getting set; grocers counting their coin. Lloyd-George coming to U. S.

#### JUNE.

Last of spring poets shot. Second month in 1922 with five paydays. June grocers need six. Children's vacation and mother's work starts. About 987,654,321 poems written beginning "Which is on rare as?" etc. Lloyd-George coming over next month.

#### JULY.

The Fourth of July comes between third and fifth, as usual. Harding calls for safe and sane celebration. Jake is written about and taken the day off and son taking a few fingers off. Lloyd-George coming to U. S.

#### AUGUST.

Dog days. Nine hundred and eighty-seven six hundred and fifty-four dogs go mad on account of high price of bones. Lots of people give up hope of vacation; get on bathing suits and have pictures made at home. First June grocer gets out of debt. Lloyd-George coming over next month.

#### SEPTEMBER.

Hard winter starts being predicted by coal dealers. Nickel cigars drop from 11 to 10 cents. Labor day happens as per schedule. First June grocer gets back in debt. Lloyd-George coming over.

#### OCTOBER.

Third month in 1922 having five paydays. First newspaper says "the year Christmas shopping early." Halloween as usual. About 1987,654,321 worth of furniture breaks on moving day. Pairs are bigger and

### BERTON BRALEY'S DAILY POEM AVE ATQUE VALE

Goodbye, then, 1921; You were a good friend, in the main; You brought a little more of fun, And happiness, than was and pain. I don't think that we can complain About the deal we got from you; Goodbye—oh, here's your hat and cane!—Hello there, 1922!

We greet your very gladly, son; Now that we've seen the old year wane, We'll watch you wax. You have begun in hopeful style; can you maintain Your present pace without a strain? If so there's much that you can do, Which in the past we've sought in vain—Hello there, 1922!

Perhaps you'll teach us how to shun Grim wars that split the world in twain; And by your magic may be spun About the world a golden chain Of love and peace. Ah, we are fain To have a hope like that come true, A hope that thrills the heart and brain Hello there, 1922!

#### ENVOY

You came to bless and not to curse, And now the old year's done and through, We wish you luck throughout your reign—Hello there, 1922!

### Memorable Dates of 1921

March 4—Warren G. Harding inaugurated president.  
March 24—Cardinal Gibbons, dean of American hierarchy, dies.  
May 18—Edward Douglas White, chief justice of U. S. supreme court, dies.  
May 29—President Harding presents \$100,000 worth of radium, gift of American women, to Mme. Curie, Franco-Polish discoverer of radium.  
May 31—Nine whites, 21 negroes killed in race conflict in Tulsa, Okla.  
June 3—Flood at Pueblo, Colo., does \$29,000,000 damage.  
June 5—Laura Brownwell, women loop-the-loop champion, killed in 1400-foot fall from plane.  
June 6—Col. P. W. Gailbreath, Jr., commander of American Legion, killed in auto accident near Indianapolis.  
June 19—John G. Emery elected national commander of American Legion.  
Later, Lloyd-George coming over next month.

June 25—President Gompers and entire administration re-elected by A. F. of L.  
July 2—Jack Dempsey retains the heavy title by knocking out Georges Carpentier.  
July 3—Harding signs peace resolution with Germany.  
August 2—Enrico Caruso dies in Italy.  
August 11—Secretary of State Hughes, on behalf of President Harding, invites principal allied powers to disarmament conference.  
August 21—ZR-5, giant dirigible, collapses and burns in England. Forty-two are killed, including six Americans.  
September 9—American relief begins in Russia.  
September 28—Lieut. MacReady breaks altitude record, going 49,100 feet up.  
October 13—New York Nationals won world's baseball championship from New York Americans.  
October 24—Emperor Karl's restoration fails for second time. Exiled to Madeira.  
October 28—Marshal Foch arrives in New York.  
November 11—Burial of unknown American soldier.  
November 12—Conference on arms limitation opens in Washington.  
December 6—Irish Free State treaty announced.  
December 12—Four-Power agreement signed.  
Soldiers of Julius Caesar introduced the pear tree into Great Britain.